

MALTA COMPETITION AND CONSUMER AFFAIRS AUTHORITY
REQUEST FOR QUOTE

The Malta Competition and Consumer Affairs Authority (MCCAA) would like to receive a quotation for the service of:

DESCRIPTION OF THE PRODUCT OR SERVICE

Description: **Development and design of educational and awareness-raising material on product safety:**

1. *Concept:* Development of an instructional narrative focused on product safety tailored for children aged 6 to 10.
2. *Design:* Designing of a colourable educational book that depicts the instructional narrative, emphasising product safety as outlined in the first point.

Quantity: 1

Delivery: No

Installation (if applicable): No

SPECIFICATIONS, REQUIREMENTS AND STANDARDS

1. Development of an instructional narrative focused on product safety tailored for children aged 6 to 10:

The service should have the following requirements:

- The narrative must be in the English language, engaging and easily understandable by children aged 6 to 10, using age-appropriate language and concepts.
- It should incorporate elements of storytelling, such as characters, a plot, and a setting, to convey product safety messages effectively.
- The story must address key product safety themes, including the importance of using products as intended, recognising safety labels, and avoiding dangerous items.
- Include real-life scenarios or examples that children can relate to, helping them understand the consequences of unsafe product usage.
- The narrative should encourage critical thinking and problem-solving regarding product safety, prompting children to ask questions and seek guidance from adults.

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- Incorporate interactive elements or questions within the story to engage readers and reinforce learning points.
- The story must conclude with a clear, memorable message about the importance of product safety that resonates with young readers.
- Ensure that the narrative is inclusive and culturally sensitive, representing diverse characters and settings that reflect the varied backgrounds of the target audience.
- The story may undergo up to two rounds of updates based on consultations and feedback received from the Authority to ensure alignment with educational goals and safety messages.
- The deliverable should be a PowerPoint presentation outlining all details abovementioned.

2. Design of a colourable educational book that depicts the instructional narrative, emphasising product safety as outlined in Deliverable No. 1:

- The design of the colourable educational book must visually represent the instructional narrative prepared for Deliverable No. 1, focusing on product safety themes as detailed previously, using engaging and age-appropriate illustrations.
 - Illustrations should be interactive, encouraging children to engage with the content through colouring, and include prompts or questions related to product safety to stimulate discussion and reflection.
 - The book should be structured to facilitate easy understanding and navigation by young readers, with clear, legible text and instructions for the colouring activities.
 - Ensure the book is accessible and inclusive, with diverse characters and scenarios that reflect a wide range of cultural backgrounds and experiences.
 - The design may be subject to up to two rounds of updates based on feedback and consultations with the Authority, to ensure the final product effectively meets educational objectives and safety message dissemination goals.
 - The deliverable should be a comprehensive design concept for the colouring book,
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including a cover page, a back page and a minimum of 20 interior pages, as well as all high-resolution digital files of the colouring book in PDF format, ready for printing.

Additionally, we would prefer to receive any past similar creativity book or related project sample, where such works were created by the bidding company, which sample will help us make a more informed decision.

Full cost (including VAT) for the overall project should be quoted (not per hour), including any action or activity required to produce the activity book.

Additional notes:

Deadline of project: No specific date; however, the earliest we start working on the project the better. Let us know days/weeks required from your end. We would like to have it ready by 1st quarter 2025.

Characters portrayed in the story: At least two characters; we can discuss better once we have the winning bidder.

Printing: The MCCAA will take care of printing – from the winning bidder we will need the design ready for printing.

DEADLINE FOR SUBMISSIONS

Time: Noon

Date: 18th October 2024

ADJUDICATION CRITERION

Criterion: Cheapest

Details: N/A

IMPORTANT NOTE

The contracted supplier may be bound by a confidentiality and/or non-disclosure agreement. All quotations must include a price breakdown of all expenses involved excluding any applicable VAT and other taxes. Quotations received after the deadline will not be considered. All emails should be sent to antoine.ellul@mccaa.org.mt ..